

From: [Rena Leddy](#)
To: [Darrel Malamut](#); [Kent Smith](#)
Subject: RE: Historic Broadway Sign Supplemental Use District
Date: Friday, July 24, 2015 12:19:51 PM

That all sounds good! Let us know if we can help with anything down the line.

From: Darrel Malamut [mailto:darrel@ghpalmer.com]
Sent: Friday, July 24, 2015 11:52 AM
To: Kent Smith <kent@fashiondistrict.org>; Rena Leddy <rena@fashiondistrict.org>
Subject: Historic Broadway Sign Supplemental Use District

Hi Kent and Rena,

It was a pleasure seeing you both yesterday. In regards to the Historic Broadway Sign Supplemental Use District, I'm happy to inform you that City Planning just released a revised version of the Supplemental Use District that addresses most of my issues.

The new version differentiates between signs that will allow Off-site Advertising so the signs we intend to construct would not be subject to the fee. In addition, the new version basically says that if your block has completed the Broadway Streetscape Master Plan Improvements then you would not be subjected to the fee.

In our case, we will be completing the Master Plan improvements on our blocks so we wouldn't have to pay the fee (even if we decide to try off-site advertising signs at a future date).

I still need to carefully review the updated Supplemental Use District and also confirm this with City Planning, but it appears that the changes are what the doctor ordered. I've attached the latest version.

Thank you,

Darrel Malamut
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